



**bqc**

Foothills Clubs

**LEARNING & IMPACT PROJECT**  
**MEMBER SURVEY REPORT (2024)**

## Learning & Impact Project: Member Survey Report (2024)

### Introduction

BGC Foothills Clubs is a charitable organization dedicated to the personal growth and development of children and youth. We are committed to providing the highest quality programs and services for parents and their children.

Dedicated, trained staff and volunteers offer programs in physical recreation, technology, the arts, personal growth and more. Clubs create a safe, supportive environment where children and youth experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life!

Since 1994, the BGC Foothills Clubs (BGCF) programs have expanded substantially. Growing from a single location in Black Diamond to multiple locations across southern Alberta, the Boys and Girls Clubs of the Foothills Club continues to provide support to local children and youth living in Eden Valley Reserve, Longview, Diamond Valley (formerly the towns of Black Diamond and Turner Valley), High River, Cayley, Foothills County, Nanton, MD of Willow Creek, Vulcan, Vulcan County, Lethbridge, Coaldale and the City of Calgary.

BGCF currently provides programs and services for hundreds of children and youth, 12 months - 18 years of age. Programs include but are not limited to licensed Early Learning & Child Care Centres (previously known as Daycare), KinderCare, licensed Out of School Programs (including both before and after school programming), School Professional Development (PD Days), Summer Day Camps, breakfast programs, Food Security Programs, Recreational and Social Development Programs for Youth, Family Outreach Services and Youth Resource Centres.

### Evaluation Methodology

This evaluation is part of the BGC Canada *Learning & Impact Project*. The purpose of this project is to help our Club and Clubs across Canada understand and improve our impact on the lives of the children and youth in our communities.

The data in this report is from a survey designed to discover how children and youth who attend Club are developing in four key areas: positive relationships, healthy living, lifelong learning, and leadership. We will use the survey data to guide our learning and development as an organization, both locally and nationally, in the years to come.

Our Club administered this survey to all children and youth aged 8 and older who were in attendance during the weeks of February 15 – March 1, 2024. We administered the survey in Club using tablets and computers, as well as at home by sending a link to the online survey to youth and families via email. In addition, we administered the survey in virtual programming by using the chat feature on Zoom to provide a link to the survey to participating children and youth. The total number of young people who attended Club programming during this time was 228. 175 surveys were completed, giving us a 77% response rate.

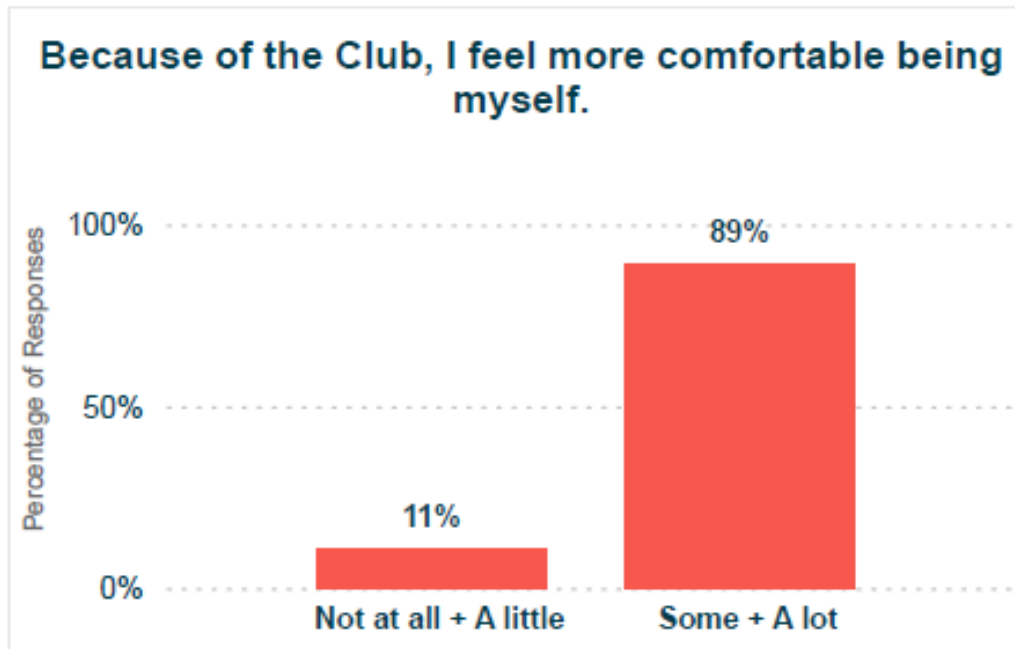
The data were analyzed primarily using measures of central tendency. We identified patterns within the full data corpus and then disaggregated the data by demographic factors including age, identification as Indigenous, identification as a person of colour, and gender identity. From these patterns, we identified the most significant insights as findings from the data.

### **Finding 1: Feeling comfortable being themselves.**

*Key insight:* Because of the Club, children and youth are more comfortable being themselves.

#### **Discussion**

Data from the Member Survey show that 88% (see graph below) of children and youth who responded to the survey report that BGCF has helped them to feel more comfortable being themselves. When children and youth feel confident and secure, they're more likely to succeed. Having a positive self-image also helps them to feel happy and capable of maintaining relationships. This was a 1% increase over last year's results.



#### **Possible Responses:**

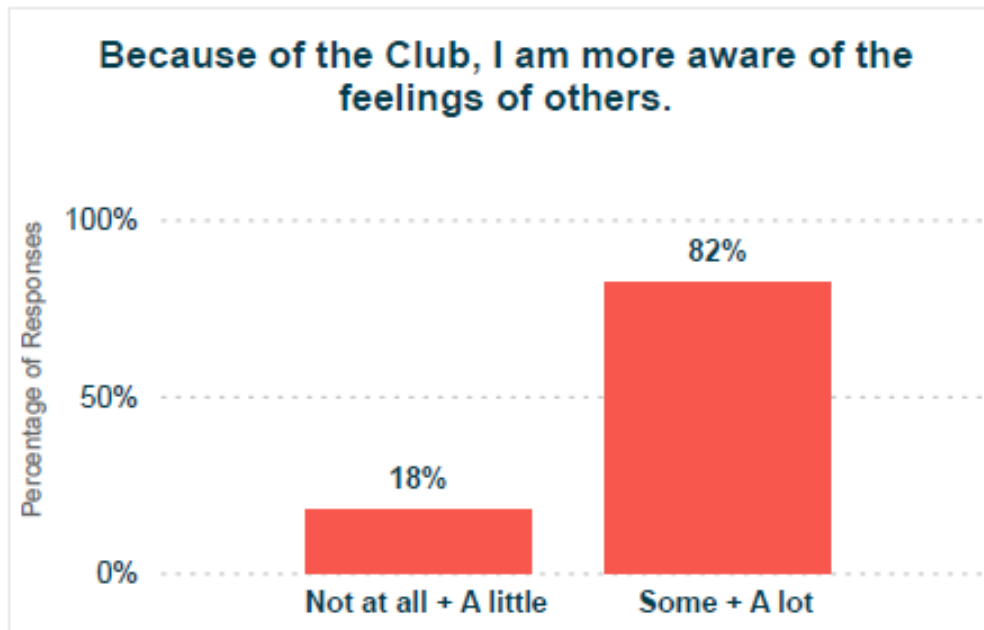
- Continue to build on programs promoting self-care.
- Focus on the members' strengths and praise perseverance.
- The staff displays good role-modelling behaviours and confidence.
- Encouraging children and youth to try new activities.

## Finding 2: More empathetic and building positive relationships

*Key insight:* Young people are more aware of others' feelings because of the Club.

### Discussion

Data from the Member Survey show that 82% (see graph below) of children and youth who responded to the survey report that BGCF has helped them to be more aware of the feelings of others.



Results from the Member Survey indicated that a significant amount of members (see graph below) are a lot more aware of their peers' feelings since they joined the Club. Helping the children and youth develop a strong sense of empathy is beneficial as it helps them to build connections and regulate emotions. It also encourages tolerance and acceptance of others and may help prevent bullying.

### Possible Responses:

- Continue to validate the members' emotions by having staff continue to model empathy.
- Support children and youth by modelling and practising self-regulation.

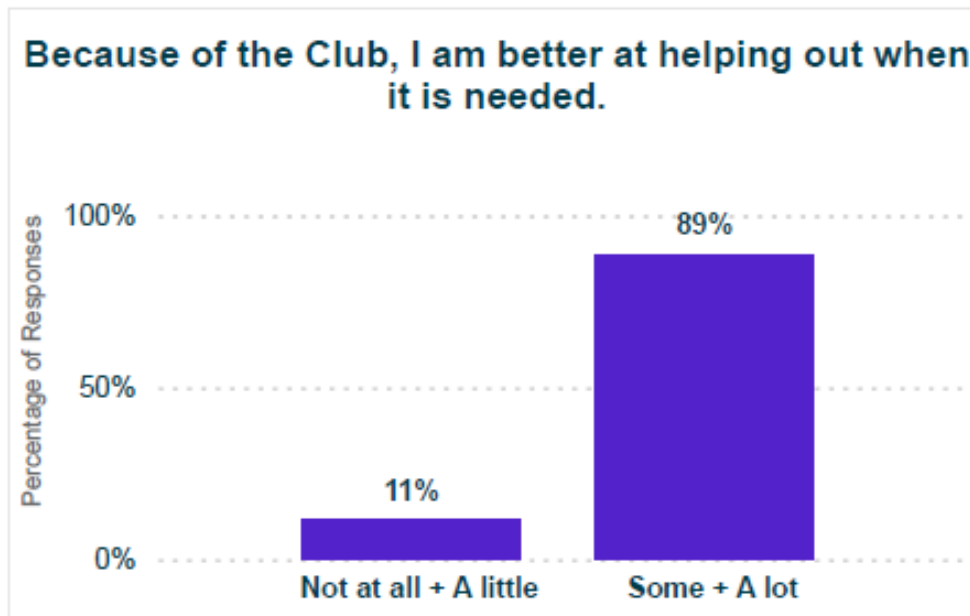
### Finding 3: Better helpers

*Key insight:* Members feel they are better at helping others when needed because of the Club.

#### Discussion

The data is encouraging that 89% (see graph below) of children and youth who responded to the Member Survey that they are much better at helping when required because of the Club.

This opportunity will benefit them to become a better person as helping others helps them to feel good, increases self-esteem and is fulfilling. The Club is engaged in the children/youth's community, and having the members involved is helping them to make their neighbourhood better while building their social skills.



#### Possible Responses:

- Continue to encourage the members to be engaged leaders in community activities by performing volunteer activities. Seek out young people who are not seen as "typical" leaders and encourage their participation in programming such as Learn On, where they can engage in volunteer activities that are meaningful to them.
- Continue to offer National Leadership Programs such as Keystone, LeadUp 2.0 and Learn On, which are designed to give youth a chance to give back to others and gain a sense of responsibility that comes when young people make their own decisions.

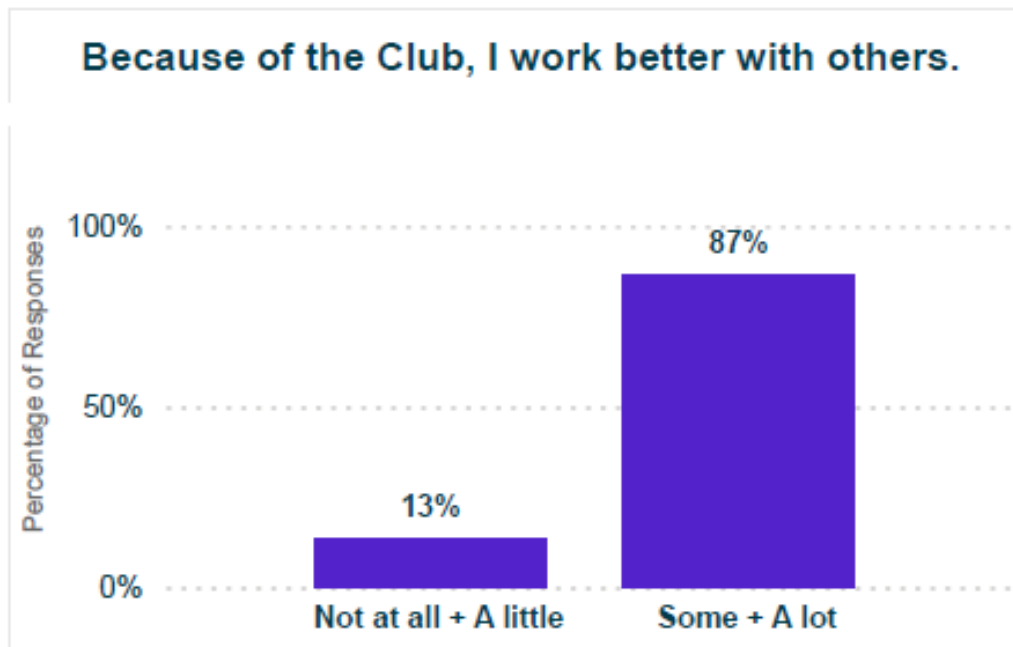
## Finding 4: Teamwork

*Key insight:* Children and youth are learning to work well as part of a team because of the Club.

### Discussion

It is optimistic that the data revealed that 87% (see graph below) of the children and youth who responded to the survey feel they work better with others because of the Club.

By offering fun team-based activities at the Club, members are learning to encourage others and promote partnership and other valuable lessons. Getting along with others helps to achieve goals and maintain positive peer relationships.



### Possible Responses:

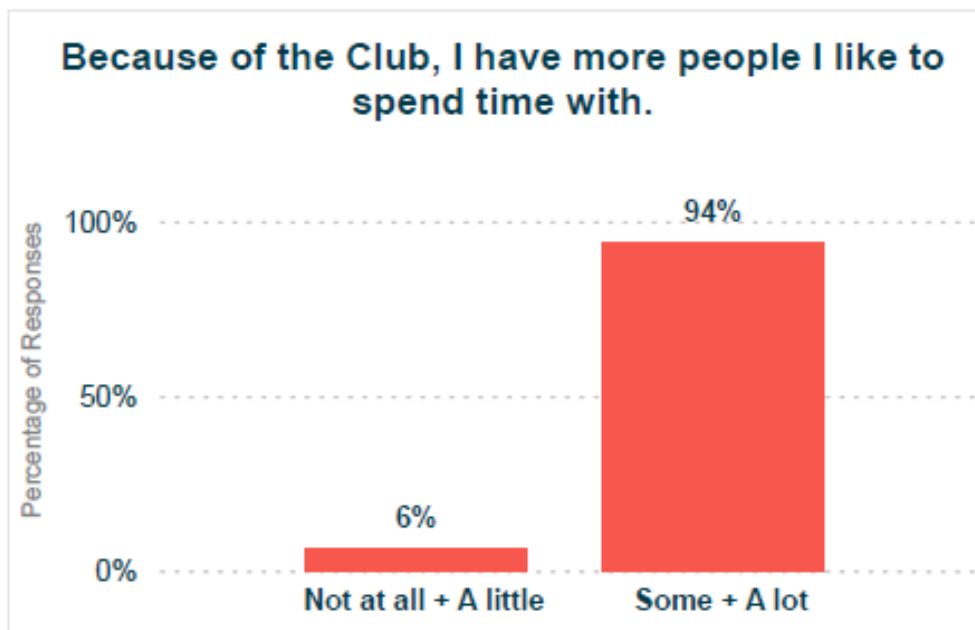
- Continue to introduce new and engaging group activities that teach children and young people the importance of teamwork. This doesn't necessarily mean sports, but also other social activities.
- Continue to offer programs such as Respect2Connect so that young people can continue to grow their relationship skills and enhance their social skills.
- Nurture leadership activities for children and young people to continue to build their self-esteem and social skills.

## Finding 5: People to Spend Time With

*Key insight:* Members of the Club have opportunities to spend time with people they like.

### Discussion

The survey data show that 94% of children and youth who responded to the Member Survey report because of the Club, they have opportunities to spend time with people they enjoy. This creates opportunities for enhanced and meaningful relationships and friendships, which can boost self-esteem and confidence. Some of our older youth have indicated that they have created relationships and friendships with other Club members, which are significant assets in their lives.



### Possible Responses:

- Create opportunities for cross-location engagement to further provide opportunities for friendships to develop.
- Continue to collaborate with other youth-serving organizations to provide continued opportunities to grow and enhance friendships and relationships outside of Club.

## Conclusion

BGC Foothills Clubs provides a safe, caring, supportive place for children and young people to engage with their friends and community. They are learning significant life skills in cooperation and peer support, which in turn is building their sense of self-worth and self-esteem. Club represents a significant positive asset in many of their lives. Reporting from the 2024 Learning & Impact Project indicates that BGC Foothills Clubs is providing opportunities for children and young people to grow in many areas of their lives. And we know that Opportunity Changes Everything! For BGC Foothills Clubs, this is not just a tagline...instead, it is a guidepost that our team strives to provide every day!

